



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: MTC Advisory Council

DATE: September 3, 2008

FR: Ellen Griffin

W. I.

RE: MTC Outreach to Business Community

MTC seeks to involve the business community in its key policy and investment decisions. Given that the current long-range plan update, known as Transportation 2035, includes goals that revolve around the “Three E’s” — Environment, Economy and Equity — business groups of all sizes can bring a valuable perspective to the table on the second “E”: Economy (and possibly on the others as well). Below is a summary of MTC’s ongoing efforts. Your ideas on new or more effective initiatives are always welcome.

Business Involvement in Advisory Council: One of the key ways that MTC maintains an ongoing dialogue with business interests is by dedicating two seats on its multi-interest Advisory Council to business representation, with the hope that these members will not only offer their perspectives to MTC, but also take back information to their business constituencies.

Presentations at Business Forums: Commissioners and staff make numerous presentations to business groups throughout the year (for example, MTC recently participated in a transportation event sponsored by the North Bay Business Council, and we've participated recently in forums by the Bay Area Council and the Silicon Valley Leadership Group).

Guest Editorials in Business Publications: MTC periodically submits articles and guest editorials to Bay Area business publications (for example, the *San Francisco Business Times* and the Oakland Chamber of Commerce’s newsletter).

Goods Movement/Freight Interests: MTC has done extensive outreach to engage freight interests to advance infrastructure projects related to goods movement/freight in the Bay Area (for example, we are currently working with the Economic Development Alliance for Business in Alameda County and the Port of Oakland on freight issues).

Small and Disadvantaged Business Outreach: Aside from seeking business input on the major decisions confronting MTC in the policy and funding arenas, MTC and the Bay Area Toll Authority (BATA) also contract for assistance from businesses and consultants for a number of services or functions. MTC- or BATA-sponsored projects are but a small fraction of the total dollars allocated. Nonetheless, at the recommendation of our Minority Citizens Advisory Committee (MCAC), MTC works with Bay Area transit

operators to coordinate and expand outreach to small and disadvantaged businesses about transportation-related procurement opportunities.

New Ideas Welcome:

We are presently expanding MTC's database to include more business organizations, including local and minority chambers of commerce. As noted earlier, we welcome ideas on other ways to bring the perspective of business to MTC.

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